

<b>000879</b>		<b>REQUEST FOR COUNCIL ACTION</b> CITY OF SAN DIEGO			1. CERTIFICATE NUMBER (FOR AUDITOR'S USE C) <span style="float: right;">109</span> 01/06		
TO: CITY ATTORNEY		2. FROM (ORIGINATING DEPARTMENT): Councilmember Marti Emerald			3. DATE: 12/11/2008		
4. SUBJECT: Proclaiming January 8th, 2009 to be "Al Shelden Day" in San Diego							
5. PRIMARY CONTACT (NAME, PHONE & MAIL STA.) Chris Pearson, 619-236-6677 /236-7042			6. SECONDARY CONTACT (NAME, PHONE & MAIL STA.) Xema Jacobson, 236-6677, MS 10A		7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED <input type="checkbox"/>		
<b>8. COMPLETE FOR ACCOUNTING PURPOSES</b>							
FUND					9. ADDITIONAL INFORMATION / ESTIMATED COST:		
DEPT.							
ORGANIZATION							
OBJECT ACCOUNT							
JOB ORDER							
C.I.P. NUMBER							
AMOUNT							
<b>10. ROUTING AND APPROVALS</b>							
ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIGINATING DEPARTMENT	<i>Xema Jacobson</i> XEMA JACOBSON, CHIEF OF STAFF	12/11/08	8	DEPUTY CHIEF		
2	AUDITOR AND COMPTROLLER			9	COO		
3	EAS			10	CITY ATTORNEY	<i>Pat Zamparelli</i>	12/11/08
4	LIAISON OFFICE			11	ORIGINATING DEPARTMENT	<i>Xema Jacobson</i> XEMA JACOBSON, CHIEF OF STAFF	12/11/08
5				DOCKET COORD: _____ COUNCIL LIAISON: _____ <input checked="" type="checkbox"/> COUNCIL PRESIDENT <input type="checkbox"/> SPOB <input checked="" type="checkbox"/> CONSENT <input type="checkbox"/> ADOPTION _____ <input type="checkbox"/> REFER TO: _____ COUNCIL DATE: 1/6/09			
6							
7							
11. PREPARATION OF: <input type="checkbox"/> RESOLUTION(S) <input type="checkbox"/> ORDINANCE(S) <input type="checkbox"/> AGREEMENT(S) <input type="checkbox"/> DEED(S)							
City Attorney:							
Please prepare a resolution proclaiming January 8th, 2009 to be "Al Sheldon Day" in San Diego.							
11A. STAFF RECOMMENDATIONS:							

12. SPECIAL CONDITIONS:

**COUNCIL DISTRICT(S):**

**Citywide.**

**000880**

**COMMUNITY AREA(S):**

**ENVIRONMENTAL IMPACT:**

**THIS ACTIVITY IS NOT A "PROJECT" AND IS THEREFORE NOT  
SUBJECT TO CEQA PER CEQA GUIDELINES SECTION 15060(C)(2).**

**HOUSING IMPACT:**

**NONE**

**OTHER ISSUES:**

**NONE**

000881

RESOLUTION NO. R-\_\_\_\_\_

DATE OF FINAL PASSAGE \_\_\_\_\_

WHEREAS, **ALBERT NORMAN SHELDEN**, known as "Al", joined the California Attorney General's Consumer Law Section in 1973 and was until recently the Senior Assistant Attorney General in charge of the California Attorney General's Consumer Law Section; and

WHEREAS, Al has drafted consumer protection laws regarding direct marketing, business opportunities, telemarketing, "900" numbers, and 'Do Not Call'; and

WHEREAS Al has appeared before the California Supreme Court, the California Courts of Appeal, the Ninth and Fifth Circuits, in addition to numerous Federal District Courts protecting consumers from the practices of sweepstakes companies, MCI, predatory lending, health fraud, and direct to consumer advertising by pharmaceutical companies; having successfully argued *ANA v. Lungren* in the 9<sup>th</sup> Circuit and *Morales v. TWA* in the Fifth Circuit and the United States Supreme Court; and

WHEREAS, Al has received the National Association of Attorney's General (NAAG) Marvin Award for National Leadership in Consumer Law; given the Attorney General's Award for Excellence by each of the past three California Attorneys General; has been involved with national Attorney General consumer issues for the past 20 years; helping to establish the Attorney General Consume Law Sections, writing for numerous legal publications and participating in legal education seminars; and

WHEREAS, Al will be joining his recently retired wife Marilyn in retirement to enjoy the company of their daughters Gwen and Eileen, along with their son-in-law Jeremy, and two grandsons, Ezra and Micah;

NOW, THEREFORE, BE IT RESOLVED, by the Council of the City of San Diego, that this Council, for and on behalf of the people of San Diego does hereby proclaim January 8, 2009 to be "Al Shelden Day".

APPROVED AS TO FORM: Jan Goldsmith, City Attorney

By \_\_\_\_\_

Deputy City Attorney

000882

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of \_\_\_\_\_.

ELIZABETH S. MALAND  
City Clerk

By \_\_\_\_\_  
Deputy City Clerk

Approved: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor

000883

RESOLUTION NUMBER R-\_\_\_\_\_

DATE OF FINAL PASSAGE \_\_\_\_\_

WHEREAS, Albert Norman Sheldon, known as "Al," joined the California Attorney General's Consumer Law Section in 1973 and was until recently the Senior Assistant Attorney General in charge of the California Attorney General's Consumer Law Section; and

WHEREAS, Al has drafted consumer protection laws regarding direct marketing, business opportunities, telemarketing, "900" numbers, and "Do Not Call"; and

WHEREAS Al has appeared before the California Supreme Court, the California Courts of Appeal, the Ninth and Fifth Circuits, in addition to numerous Federal District Courts protecting consumers from the practices of sweepstakes companies, MCI, predatory lending, health fraud, and direct to consumer advertising by pharmaceutical companies; having successfully argued *ANA v. Lungren* in the 9th Circuit and *Morales v. TWA* in the Fifth Circuit and the United States Supreme Court; and

WHEREAS, Al has received the National Association of Attorney's General [NAAG] Marvin Award for National Leadership in Consumer Law; has been given the Attorney General's Award for Excellence by each of the past three California Attorneys General; has been involved with national Attorney General consumer issues for the past 20 years; helping to establish the Attorney General Consume Law Sections, writing for numerous legal publications and participating in legal education seminars; and

WHEREAS, Al will be joining his recently retired wife Marilyn in retirement to enjoy the company of their daughters Gwen and Eileen, along with their son-in-law Jeremy, and two grandsons, Ezra and Micah; NOW, THEREFORE,

000684

BE IT RESOLVED, by the Council of the City of San Diego, that this Council, for and on behalf of the people of San Diego does hereby proclaim January 8, 2009 to be "AL SHELDEN DAY."

APPROVED AS TO FORM: JAN I. GOLDSMITH, City Attorney

By Pat Zaharopoulos  
Pat Zaharopoulos  
Deputy City Attorney

PZ:pev  
12/11/08  
Or.Dept:Council-Emerald  
R-2009-732

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of \_\_\_\_\_.

ELIZABETH S. MALAND  
City Clerk

By \_\_\_\_\_  
Deputy City Clerk

Approved: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor